

Remarks

Claims 1-33 are pending in the above-identified application. By this Amendment, the Applicant has amended claims 1, 6-10, 13, 17-18, 20-22, and 29, and cancelled claim 12. Particularly, claims 1, 17, 20-22, and 29 have been amended to refer to “transformation techniques for transforming content for distribution to television viewers” and to “encoding the content pages into a video form for broadcasting to television viewers”. Claims 6-10, 13, and 18 have been amended to refer to “broadcasting the content pages”. Support for the amendments may be found at page 4, lines 10-15, page 7, line 22 to page 8, line 8, and page 18, lines 12-17 of the specification.

The amendments to the claims are supported by the application as originally filed, and do not introduce new matter. Accordingly, entry of the amendments to the claims is respectfully requested.

Summary of Interview

The Applicant’s undersigned representative, Antonio Papageorgiou, and Matthew Kaufman, discussed, in a telephone interview with the Examiner, Adam M. Queler, on June 16, 2004, claim 1 of the present application and the following art: Logan et al. (U.S. Patent No. 5,802,299) and Allport (U.S. Patent No. 6,097,441). The Applicant’s representatives noted that none of references cited by the Examiner encoded a set of content pages in a form suitable for broadcasting to television viewers. As a consequence, the interactivity provided by, e.g., HTML based content pages, such as those discussed in Logan and Allport, is essentially lost when the content pages are encoded for television broadcast. Particularly, Logan discusses a system that allows users to interactively author hypertext documents and Allport discusses a television remote that includes Web TV functionality. The Examiner concluded that the distinctions between the pending claims and the prior art was unclear, and suggested amending the claims to clarify that the encoded content pages were not web pages.

Claim Rejections – 35 U.S.C. §103

The Examiner rejects claims 1, 5-11, 14-20, and 22-33 under 35 U.S.C. §103(a) as being unpatentable over Logan et al. (U.S. Patent No. 5,802,299) in view of Pollock, claims 2 and 21 over Logan and Pollock in view of W3C Proposed Recommendations, claims 3-4 over Logan, Pollock, and W3C in view of Quereshi et al. (U.S. Patent No. 6,396,500), and claims 12-13 over Logan and Pollock in view of Allport (U.S. Patent No. 6,097,441). The Applicant respectfully traverses these rejections, and asserts that the claims pending in the present application are patentable over the references cited by the Examiner for at least the reasons stated below.

Independent claims 1, 17, 20-22, and 29, and the claims dependent thereon are drawn toward methods and systems for organizing content for presentation to viewers that use templates to create a set of content pages and encoding the content pages into a video form for broadcasting to television viewers. As discussed in the June 16, 2004 telephone interview with the Examiner and subsequently on July 6, 2004, none of the cited references encode a set of content pages into a video form that may be broadcast to television viewers. Unlike the Internet interactivity provided in Logan and Allport, which allows television viewers to selectively display Web content on their television set, the present invention encodes the set of content pages into a video form that does not provide such interactivity, which is contrary to the teachings of Logan and Allport, and thereby teach away from the present invention. Rather, the present invention provides control with respect to the content that makes up the set of content pages to broadcasters, or other users that generally control content, with templates.

The dependent claims of the present application contain additional features that further substantially distinguish the invention of the present application over the art of record. Given the Applicant's position on the patentability of the independent claims, however, it is not deemed necessary at this point to delineate such distinctions.

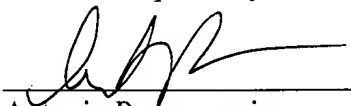
For the above reasons, the Applicant submits that the present invention, as claimed, is patentable over the references cited by the Examiner. Accordingly, reconsideration

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and allowance of pending claims 1-33 is therefore respectfully solicited. To expedite prosecution, the Examiner is invited to contact the Applicant's representative at 212-895-2905.

Respectfully submitted,

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I hereby certify that this paper and any accompanying papers referenced herein are being deposited this date with the U.S. Postal Service as First Class Mail with sufficient postage addressed to Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450


Antonio Papageorgiou

July 8, 2004
Date